



"I feel like a two-year-old after a Palmolive Shampoo. It is as necessary as a bath."

"My hair is so much prettier after a Palmolive Shampoo—I would love to take one every day."

PALMOLIVE SHAMPOO

Contains the same wonderful palm and olive oils that make Palmolive Soap so cleansing, softening and nourishing to the skin

Millions of men and women are using Palmolive Soap—because they like it.

PALMOLIVE SHAMPOO makes a delicious lather—thick, creamy suds—ever in the hardest water.

It does not stick to the hair, but is rinsed out immediately with a dash of clear, clean water.

PALMOLIVE SHAMPOO makes the hair so alive

and fluffy that it seems twice as thick as before. It preserves the youth and color of the hair, and makes it soft and tractable.

It gives to hair the soft, misty gleam that healthy, clean hair has by nature.

It delights everyone with the fresh, healthful tingle imparted to the scalp.

A Big 50c Bottle of Palmolive Shampoo Absolutely Free

We think this is the best way of bringing to your attention this new member of the Palmolive family. The best way of proving to you that *Palmolive Shampoo* is just as necessary to your toilet and to every member of your family as you know Palmolive Soap is.

The First Bottle is a Gift

Purchase of your dealer six cakes of Palmolive Soap—at the regu-

lar price. Present the coupon at the bottom of this advertisement at the same time, and your dealer will give you a 50c bottle of Palmolive Shampoo absolutely free.

We repay your dealer for this bottle of shampoo he gives to you, so he will remove the bands from the six cakes of soap. These he must return to us with the coupon signed by you, to show us that you have accepted our gift of the bottle of shampoo, and that he is to be reimbursed for it.



Cut Out this Entire Coupon and Take It to Your Dealer

TO THE DEALER

This coupon must be signed by the customer receiving the free bottle of Palmolive Shampoo.

This coupon must be returned direct to the B. J. Johnson Soap Co., Milwaukee, Wis.

Each coupon must be accompanied by six bands taken from the Palmolive Soap.

No other authority is needed by the dealer in order to redeem this coupon.

B. J. Johnson Soap Co., Milwaukee, Wis.

COUPON

B. J. Johnson Soap Co., 537 Fowler St., Milwaukee, Wis.

I certify that I have purchased from the dealer whose name is given below, six cakes of Palmolive Soap and have received from him, free, a full-size bottle of Palmolive Shampoo.

Name.....

Address.....

Dealer's Name.....